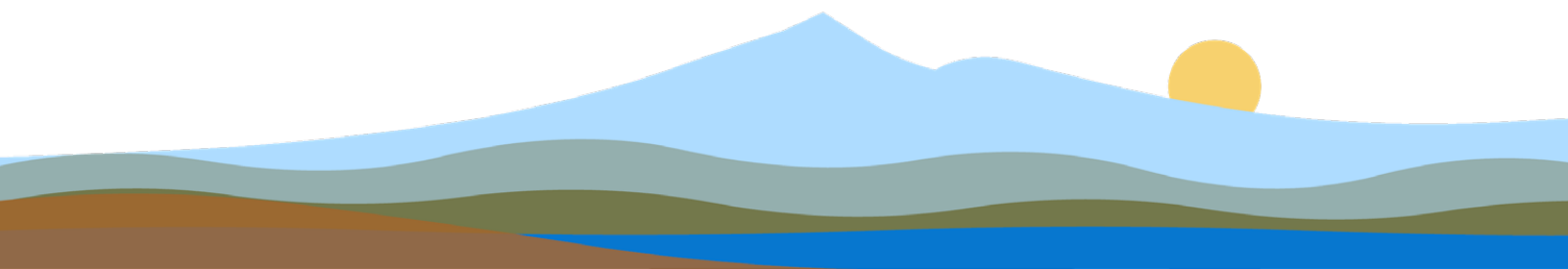


Background:

- Envision Marin is the new Countywide Strategic Plan development process, which will take place between June 2026 and June 2027.
- This is Marin County's first comprehensive Strategic planning effort in more than 25 years.
- Engage Marin will help guide County priorities, services and investments over the coming years.
- The plan will:
 - Establish a shared vision and long-term priorities for County Government.
 - Align Board priorities, departmental workplans, capital planning, budgets, and performance measures.
 - Help improve coordination, accountability, transparency, and measurable outcomes across County government.
 - Ensure County resources are focused on the issues that matter most to the people of Marin.
 - Inform three consecutive two-year budget cycles over a six-year period.
- The Board of Supervisors is expected to consider adoption of Engage Marin in 2027.

Core Messages:

- Marin County is developing a long-term plan to help address the community's highest priorities.
- The County invites residents, businesses, community organizations, employees and local partners to help shape the plan.
- The County is facilitating a structured, phased strategic planning process, which includes gathering community input, assessing current priorities and challenges, developing strategic goals and initiatives, implementation planning, and long-term accountability. More information about the process, timeline, and opportunities to participate is available on the Envision Marin website: marincounty.gov/envision.
- The implementation framework that will be developed for the Countywide Strategic Plan will strengthen the County's ability to translate policy goals into coordinated action.
- The plan will serve residents, business, cities and towns within Marin County.



Community Engagement and Outreach:

- Everyone who lives, works, or does business in Marin County is encouraged to participate.
- Individuals are encouraged to provide input during development of the plan by
 - Attending a community workshop
 - Participating in the online engagement platform Engage Marin
 - Joining a small-group engagement opportunity
- Individuals can share their thoughts on Engage Marin, and will learn how to participate in more activities as they become available by checking the Envision Marin website: marincounty.gov/envision for more information.
- The County is committed to making participating accessible and inclusive. Outreach efforts will provide accessible and equitable ways for people to participate and stay informed. Focused outreach will help reach underserved and underrepresented communities where they live and work.

Translation, interpretation, ADA accommodations, and virtual participation options will be available to support participation.

- Individuals can stay informed through the project website, social media, newsletters, website updates, and other public information. Visit the Envision Marin website: marincounty.gov/envision for the latest updates and opportunities to participate.
- Marin County will develop a public dashboard and data visualization tool so the community can track progress on Engage Marin. Visit Envision Marin website: marincounty.gov/envision for updates on when these tools become available.

Performance Measures:

The success of the Countywide Engage Marin will be measured through the development of the plan and its long-term implementation after adoption. Measures include:

- Engaging at least 10% of the Marin population in the planning process.
- Completion of project planning.
- Completion of collecting stakeholder, board member, and community input.
- Completion of Board workshops.
- Completion and adoption of Countywide Engage Marin implementation framework.
- Development of operational plans with goals and timelines.
- Ensuring Countywide Strategic planning updates are available to the public via a public-facing dashboard and data visualization tools to track progress over time.
- Integration of strategic priorities into the County's annual budget, capital planning, and operational decision-making processes.
- Establishing an ongoing Strategic planning cycle that supports continuous evaluating, reporting, and refining the County's priorities.

